

To: Mantra Systems, Inc(dcaulfield@gopractis.com)
Subject: U.S. Trademark Application Serial No. 97352639 - SALES LANGUAGE LEARNING
Sent: January 26, 2023 06:10:16 AM EST
Sent As: tmng.notices@uspto.gov

Attachments

[5480201](#)
[3410937](#)
[5836651](#)
[3864185](#)
[3562925](#)
[6197372](#)
[6215278](#)
[90280959](#)
[screenshot-www-sellingandpersuasionechniques-com-sales-language-html-16746591948711](#)
[screenshot-jameswhite-business-sales-language-7-words-to-help-you-sell-more-16746593977031](#)
[screenshot-keywee-co-blog-5-words-and-phrases-to-boost-your-sales-16746595073741](#)
[screenshot-www-sellingpower-com-2010-02-02-8753-the-language-of-selling-16746601048631](#)
[screenshot-www-forbes-com-sites-forbescommunicationscouncil-2019-02-27-15-tips-for-writing-effective-sales-language-16746601915771](#)
[screenshot-www-merriam-webster-com-dictionary-learning-16746603704471](#)

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97352639

Mark: SALES LANGUAGE LEARNING

Correspondence Address:

MANTRA SYSTEMS, INC
3110 MAIN STREET BUILDING C
BUILDING C
SANTA MONICA CA 90405 UNITED STATES

Applicant: Mantra Systems, Inc

Reference/Docket No. N/A

Correspondence Email Address: dcaulfield@gopractis.com

NONFINAL OFFICE ACTION

Response deadline. File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

Request an extension. For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant’s response to this letter within six months of the “Issue date” to avoid abandonment of the application.

Issue date: January 26, 2023

Introduction:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search:

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

SUMMARY OF ISSUES:

- Substantive Refusal: descriptiveness refusal

Substantive Refusal: descriptiveness refusal

The examining attorney refuses registration on the Principal Register because the proposed mark merely describes a feature and characteristic of the goods/services. Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1); TMEP section 1209 *et seq.*

A mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. 1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods/services. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); TMEP section 1209.01(b).

The applicant applied to register “**SALES LANGUAGE LEARNING**” for provision of courses of instruction in languages in Int. class 41.

This mark immediately names a feature and characteristic of the services, namely that the applicant features courses of instruction for learning sales language.

Sales language is used specifically in the context of making sales.If you have any doubts about there being a specific type of language that is used in selling please lose them now because excellent salespeople say things differently.

<https://www.sellingandpersuasionechniques.com/sales-language.html>

What does sales language mean?

Sales language refers to the words and phrases that are used by sales reps to persuade people to buy products or services.

<https://revenuegrid.com/blog/sales-language/>

Learning refers to instruction or teaching.

<https://www.merriam-webster.com/dictionary/learning>

Together the words explain that the applicant features courses that teach different sales language or buzz words.

Also see the attached registrations showing the wording LANGUAGE LEARNING disclaimed for the same or related goods and services.

It is not necessary that a term describe all of the purposes, functions, characteristics or features of the goods/services to be merely descriptive. It is enough if the term describes one attribute of the goods/services. *In re H.U.D.D.L.E.*, 216 USPQ 358 (TTAB 1982); *In re MBAssociates*, 180 USPQ 338 (TTAB 1973).

Accordingly, the mark is refused registration on the Principal Register under Section 2(e)(1).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Supplemental Registration:

Although an amendment to the Supplemental Register would be an appropriate response to this refusal(s) in an application based on Trademark Act Section 1(a) or 44, such a response is not appropriate in the present case. The instant application was filed under Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76 has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the application effective filing date will be the date applicant met the minimum filing requirements under 37 C.F.R. §2.76(c) for an amendment to allege use. TMEP §§816.02, 1102.03; *see* 37 C.F.R. §2.75(b). In addition, the undersigned trademark examining attorney will conduct a new search of the USPTO records for conflicting marks based on the later application filing date. TMEP §§206.01, 1102.03.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages to the registrant:

- (1) Use of the registration symbol ® with the registered mark in connection with the designated goods and/or services, which provides public notice of the registration and

potentially deters third parties from using confusingly similar marks.

(2) Inclusion of the registered mark in the USPTO's database of registered and pending marks, which will (a) make it easier for third parties to find it in trademark search reports, (b) provide public notice of the registration, and thus (c) potentially deter third parties from using confusingly similar marks.

(3) Use of the registration by a USPTO trademark examining attorney as a bar to registering confusingly similar marks in applications filed by third parties.

(4) Use of the registration as a basis to bring suit for trademark infringement in federal court, which, although more costly than state court, means judges with more trademark experience, often faster adjudications, and the opportunity to seek an injunction, actual damages, and attorneys' fees and costs.

(5) Use of the registration as a filing basis for a trademark application for registration in certain foreign countries, in accordance with international treaties.

See 15 U.S.C. §§1052(d), 1091, 1094; J. Thomas McCarthy, *McCarthy on Trademarks & Unfair Competition* §§19:33, 19:37 (rev. 4th ed. Supp. 2017).

Pro Se Applicants:

Because of the legal technicalities and strict deadlines of the trademark application process, applicant is encouraged to hire a private attorney who specializes in trademark matters to assist in this process. The assigned trademark examining attorney can provide only limited assistance explaining the content of an Office action and the application process. USPTO staff cannot provide legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06. See [Hiring a U.S.-licensed trademark attorney](#) for more information.

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see "[Responding to Office Actions](#)" and the informational [video "Response to Office Action"](#) for more information and tips on responding.

Questions:

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. File a [response form to this nonfinal Office action](#) or file a [request form for an](#)

[extension of time to file a response.](#)

/Lourdes Ayala/
Lourdes Ayala
Trademark Examining Attorney
Law Office 106
(571) 272-9316
Lourdes.Ayala@USPTO.GOV

RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant's ability to timely respond. For help resolving technical issues with TEAS, email TEAS@uspto.gov.
- [Responses signed by an unauthorized party](#) are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

(4) STANDARD CHARACTER MARK

SPORTY LANGUAGE LEARNERS

Mark Punctuated

SPORTY LANGUAGE LEARNERS

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational services, namely, conducting programs in the field of foreign languages. FIRST USE: 20171001. FIRST USE IN COMMERCE: 20171001

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87639364

Filing Date

20171010

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20180313

Registration Number

5480201

Date Registered

20180529

Owner

(REGISTRANT) Sporty Language Learners, LLC LIMITED LIABILITY COMPANY DELAWARE 3409 Wilson Blvd., Apt. 809 Arlington VIRGINIA 22201

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LANGUAGE LEARNERS" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Matthew J. Himich

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated

MAESTRO LANGUAGE LEARNING SYSTEM

Translation

Goods/Services

- IC 042. US 100 101.G & S: Application service provider featuring software for providing access to on-line educational resources, namely, electronic textbooks, electronic workbooks, and interactive educational activities, and links to supplementary resources; providing online non-downloadable computer software for providing access to on-line courses. FIRST USE: 20080128. FIRST USE IN COMMERCE: 20080128

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

260126 261703

Serial Number

78948080

Filing Date

20060809

Current Filing Basis

1A

Original Filing Basis

1B

Publication for Opposition Date

20070508

Registration Number

3410937

Date Registered

20080408

Owner

(REGISTRANT) Vista Higher Learning, Inc. CORPORATION MASSACHUSETTS 500 Boylston St., Suite 620 Boston MASSACHUSETTS 02116

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LANGUAGE LEARNING SYSTEM" APART FROM THE MARK AS SHOWN

Description of Mark

The color(s) orange and gray is/are claimed as a feature of the mark. The mark consists of the word MAESTRO with a spiral surrounding the letters "s" and "t" made up of orange dots. To the right of the word MAESTRO is the word "Language" stacked on top of the words "Learning System" all in gray text.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Alex P. Garens

(4) STANDARD CHARACTER MARK

LANGUAGE LEARNING PROJECT

Mark Punctuated

LANGUAGE LEARNING PROJECT

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational services, namely, conducting online classes and providing on-line non-downloadable videos, both in the field of language instruction. FIRST USE: 20190219. FIRST USE IN COMMERCE: 20190219

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88366621

Filing Date

20190401

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

Registration Number

5836651

Date Registered

20190813

Owner

(REGISTRANT) Language Learning Project LLC LIMITED LIABILITY COMPANY CALIFORNIA 627 E. Florida Ave. Ste. B1 Hemet CALIFORNIA 92543

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LEARNING PROJECT" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

Jonathan Tobin

(4) STANDARD CHARACTER MARK

Expediting Comprehension
for English Language
Learners ExC-ELL

Mark Punctuated

EXPEDITING COMPREHENSION FOR ENGLISH LANGUAGE LEARNERS EXC-ELL

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Developing educational manuals for others in the field of language minority education; Educational research; Educational services, namely, conducting professional development classes, seminars, workshops in the field of educating language minority students and distribution of printed materials in connection therewith in hard copy or electronic format on the same topics; Educational services, namely, developing curriculum for others in the field of language minority education. FIRST USE: 20040704. FIRST USE IN COMMERCE: 20040704

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

77962609

Filing Date

20100318

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20100803

Registration Number

3864185

Date Registered

20101019

Owner

(REGISTRANT) Margarita Calderon & Associates, Inc. CORPORATION TEXAS 3131 Connecticut Avenue, NW #2506 Washington D.C. 20008

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGLISH LANGUAGE LEARNERS" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Don Thornburgh

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM



Mark Punctuated

ACADEMY OF 2 SECOND LANGUAGE LEARNING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: EDUCATIONAL SERVICES, NAMELY, PROVIDING LANGUAGE INSTRUCTION. FIRST USE: 20080407. FIRST USE IN COMMERCE: 20080407

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Design Code

Serial Number

76688605

Filing Date

20080414

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20081104

Registration Number

3562925

Date Registered

20090120

Owner

(REGISTRANT) ACADEMY OF SECOND LANGUAGE LEARNING, INC CORPORATION ARIZONA 1266 West Harding Avenue Coolidge ARIZONA 85228 (LAST LISTED OWNER) ACADEMY FRANCHISE PARTNERSHIP, INC. CORPORATION ARIZONA 455 West Baseline Road Suite 111 Mesa ARIZONA 85210

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ACADEMY OF SECOND LANGUAGE LEARNING" APART FROM THE MARK AS SHOWN

Description of Mark

The color(s) deep red and black is/are claimed as a feature of the mark. The color "deep red" appears on the

numeric 2; all other letters on the mark are black. The font style of the mark is New Century Schoolbook.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

(4) STANDARD CHARACTER MARK

Virtual Immersion Language
Learning

Mark Punctuated

VIRTUAL IMMERSION LANGUAGE LEARNING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational services, namely, providing on-line classes in the field of language learning. FIRST USE: 20150825. FIRST USE IN COMMERCE: 20160501

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88952528

Filing Date

20200608

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

Registration Number

6197372

Date Registered

20201110

Owner

(REGISTRANT) Point-Productions LLC LIMITED LIABILITY COMPANY MISSOURI 1712 Main St. #218
Kansas City MISSOURI 64108

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LANGUAGE LEARNING" APART FROM
THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated

COLOR ME BILINGUAL LANGUAGE LEARNING COLORING BOOK

Translation

Goods/Services

- IC 016. US 002 005 022 023 029 037 038 050.G & S: Coloring books; Coloring books for adults; Personalized coloring books for children. FIRST USE: 20191215. FIRST USE IN COMMERCE: 20200414

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

011506

Serial Number

88894282

Filing Date

20200429

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20200922

Registration Number

6215278

Date Registered

20201208

Owner

(REGISTRANT) Hardin, Brenda, M Brenda Hardin, a citizen of United States SOLE PROPRIETORSHIP NORTH CAROLINA 2104 Royal Birkdale Drive Cary NORTH CAROLINA 27518

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BILINGUAL AND LANGUAGE

LEARNING COLORING BOOK" APART FROM THE MARK AS SHOWN

Description of Mark

The color(s) yellow orange black white light blue is/are claimed as a feature of the mark. The mark consists of the wording "COLOR ME" in white capital letters with black outline above the word "BILINGUAL" in orange capital letters with black outline above the wording "LANGUAGE LEARNING COLORING BOOK" in yellow capital letters with black outline. A white cloud with light blue outline appears behind the wording.

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated
BRIC LANGUAGE LEARNING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational services, namely, providing educational classes in the field of language. FIRST USE: 20121214. FIRST USE IN COMMERCE: 20121214

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code
020102 020137 021125 071501 260106 260512 260515 260525 261102 261105 261111 261112 261704
261705 261709 261710

Serial Number
90280959

Filing Date
20201027

Current Filing Basis
1A

Original Filing Basis
1A

Publication for Opposition Date

Registration Number

Date Registered

Owner
(APPLICANT) BRIC Language Systems, LLC LIMITED LIABILITY COMPANY DELAWARE 7677
Equitable Drive Eden Prairie MINNESOTA 55344

Priority Date

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LANGUAGE LEARNING" APART FROM
THE MARK AS SHOWN

Description of Mark
The mark consists of of an outline of a human head containing a drawing of bricks to the left of stacked words
"BRIC Language Learning".

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Garrett Weber



SALES MENTOR

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Sales Language

[Home](#) » Sales Language

Sales language is used specifically in the context of making sales.

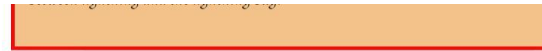
If you have any doubts about there being a specific type of language that is used in selling please lose them now because excellent salespeople say things differently.

It was Mark Twain who said,

"The difference between the right word and the wrong word is the difference between lihtnina and the lihtnina bua."

Testimonial

The info is very helpful and productive...
Gurbir Singh



Sales Language is NOT

This is especially relevant in sales.

Maybe I should start out with what sales language is NOT?

There is certain language that people would have you believe is sales language. Phrases like, "if I could show you a way ...", masquerade as sales language. Personally, I think of them as sleazy language because all they are going to do is alienate your prospect.

Excessive use of leading language will also turn off your prospect.

Statements like, "you'd really like to make a good impression, wouldn't you?" Used once in the right context this is okay but repeated use of phrases like "wouldn't you" and "don't you" indicate to the prospect that you are trying to manipulate them.

Comments like "don't worry about it" essentially tell the customer that you have dismissed their concerns as not being important.

Until the customer feels confident you understand their needs, they simply will not buy. Similarly, "yes ... but", is a phrase to be avoided as it shows little respect for your prospect's opinion.

It often amazes me how many salespeople shoot themselves in the foot by using lazy or inappropriate sales language.

I have often heard salespeople say, "you know what I mean?" or the dreaded "you follow me?".

Presumably these sales people think they are inviting questions from the prospect

Presumably these sales people think they are inviting questions from the prospect, however, it is quite likely the customer is thinking 'of course I know what you mean, I'm not stupid!' The customer feels belittled rather than acknowledged and this doesn't help make sales.

A Better Way

A better way for a salesperson to invite questions from the prospect is to ask questions like,

"what do you think about that?"

Or

"is that applicable in your industry"

or

"I hope I've explain that well, it didn't sound right to me?"

Or

"does that raise any questions in your mind?"

Think About What You Say

Think about the words you use during a sales call.

What's the connotation of using a word like "deal", maybe we are playing with deck of cards?

Perhaps that's being flippant but the whole idea of deal introduces the concept of negotiation which most sales people would rather not enter into.

Think about the use of the word "contract" as distinct from the word "agreement".

Would you rather sign an agreement or sign a contract?

Contracts sound much more formal and may well invite the introduction of legal people to the sales scenario.

Artful sales language is designed to open the mind of the prospect and to get them thinking about using your product.

Do that enough times and you have a much better chance of making a sale.

Just like if you use "Words That Sell"

How Many Times Do You Have to Make an Offer

In one of the free articles on this site I talk about the "Convincer Mode,

which is the number of times a person needs to hear or see something to be convinced it's true.'.

In that article I mentioned the fact that the best salespeople often close their sales after the fifth "No".

I believe this is because the sales person has effectively had the prospect think about using their product or service enough times to fill their convincer mode.

It's no accident that the TV Direct Commercials keep repeating their offer using words like "but wait there's more" or "don't buy yet because...". And if you count you'll find they repeat the offer 3 or 5 times.

Not surprisingly the average person in the USA needs to hear or see something 3 - 5 times to be convinced.

Excellent Sales Language

So, excellent sales language involves the thoughtful use of:

verb tenses, presuppositions, hypnotic language and generally **words that sell** that continually place in the mind of your prospect the possibility of using your product or service.

Simple phrases such as, "because" and "just suppose ..." are long-time favourites of successful salespeople.

Examples

Let me give you an example of good sales language versus poor language.

Imagine, if you can, a young sales rep in a sales call with a prospect. It's not hard to imagine the sales person saying something like,
"I was just in the area and thought I'd drop in, I wanted to see if you have any interest in our product XYZ."

This salesperson could then easily respond to interest on the part of a customer with a surprised tone saying,
"Oh you are interested ..."
Towards the end of the call this same salesperson may say,
"Are you really sure you want a sample of this product to test?"

Now there are a number of errors in those statements written above which I'm not going to go into now. Suffice to say, three strikes and you're out.

Now compare this with a salesperson who thinks about the language they use.

This salesperson may well say,
"This product landed on my desk and I immediately thought it would be of use for you. The reason I'm here is because I'm just not quite sure how much benefit it will have in your business."
Then when the prospect shows interest the response is more likely to be something like,

"So, this was just a casual thought by me. I was just wondering how you

So this product is useful, isn't it? ... So how do we proceed now?
Then towards the end of the call when checking the motivation of the prospect this salesperson could say,
"... don't take this sample unless you really want to test it this month, because I have a lot of other customers waiting to try it right now."

Hopefully, you can see the differences in these two scenarios and the better use of language in the second.

It is often said that "a picture is worth 1000 words" I believe that in terms of sales language that the converse is also true, that is to say, "A word can be worth a 1000 pictures".

If you want some words that will help you be more persuasive grab a copy of my report below and start having more influence right now.

<div>10 Examples of ADVANCED SALES LANGUAGE You Can Use Right Now <i>To have more influence and make more sales</i> GREG WOODLEY</div>	<div>Become more Persuasive ... Starting Today ! Enter your name and address below to get instant access to this valuable free guide</div> <div><input type="text" value="Your name"/></div> <div><input type="text" value="your@email.com"/></div>
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Send me the Examples

You May Like to Read These

- [Words that Sell](#)
- [Language of Persuasion](#)
- [Better Sales Language](#)
- [Persuasive Words that Sell](#)
- [Power Words](#)
- [Better Use of Language](#)

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SALES LANGUAGE: 7 WORDS TO USE TO HELP YOU SELL MORE

🕒 July 21, 2018





I recently read a great article from Gong.io about 7 words to use to help you sell more. In this week's video, I share what these words are and how you can use them in your conversations.

These 7 words are based on the analysis of 519,000 B2B sales calls and so there is evidence that they really do work to bring prospects over the line. Here is a list of the 7 words but if you want to read the full article from Gong.io, head over to their website.

1. "IMAGINE"

imagine...

Being able to help your prospect visualise what your solution will look like for them is a highly effective way of convincing them to buy from you. Using the word "Imagine" will encourage them to do just that.

"Can you imagine how things will look once we put this in place?"

2 "SUCCESSFUL"

2. "SUCCESSFUL"

Who doesn't want to achieve success in business? Using the word 'successful' in conversation with your prospect will help you to convince them to buy from you because they too have a desire to be successful.

"This is how we will achieve success for you"

3. "FAIR"

Generally, people like things to be fair, to be treated fairly and to receive what is fair.

I've been really honest with my clients in the past and said that if I go out of business, it doesn't help you. So I've got to make a fair amount of return for the services I provide and you'll also make a fair return from that.

Honesty and fairness can go a long way in business and help you to win your prospect's trust.

4. "DEFINITELY"

The word 'definitely' is decisive, strong and sure. It shows confidence in what you are saying and confidence in your product or service.

I think you might like... [It's Vital That You Take the Right Actions to Get Results in Sales](#)

"I definitely believe you can benefit from deploying our service."

5. "BELIEVE"

Believe in your product or service. Believe in your prospect. Believe in your business.



Using the word 'believe' in prospect conversations builds trust and shows that you truly care about solving your prospect's problems.

"I believe we can work together in an effective relationship."

6. "CLIENT"

This is an interesting one. The research by Gong.io found that using the word 'client' instead of 'customer' is more effective.

Why? Because the term 'customer' indicates that they're going to buy from you on a one off basis, however the term 'client' indicates an on-going, lasting relationship.

"Here's how we've helped our other clients"

7. THEIR NAME

Using a prospect's name is proven to be a huge factor in building a relationship with them. They want to be treated as an individual and not as number and by using their name, you show them that you respect and care about them.

"Paul, I imagine that you're really fed up with this situation in your business at the moment."

So, those are 7 words to use to help you sell more. Thank you to Gong.io for the research, if you haven't already, take a look at their website- they publish lots of really valuable articles on sales that is sure to help you!

If you want more help and advice on the right language to use when engaging with prospects, contact me and I'd be happy to help. Alternatively, I have written a list of 42 questions to ask your prospects that you might find useful. [Click here to download it.](#)

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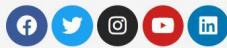
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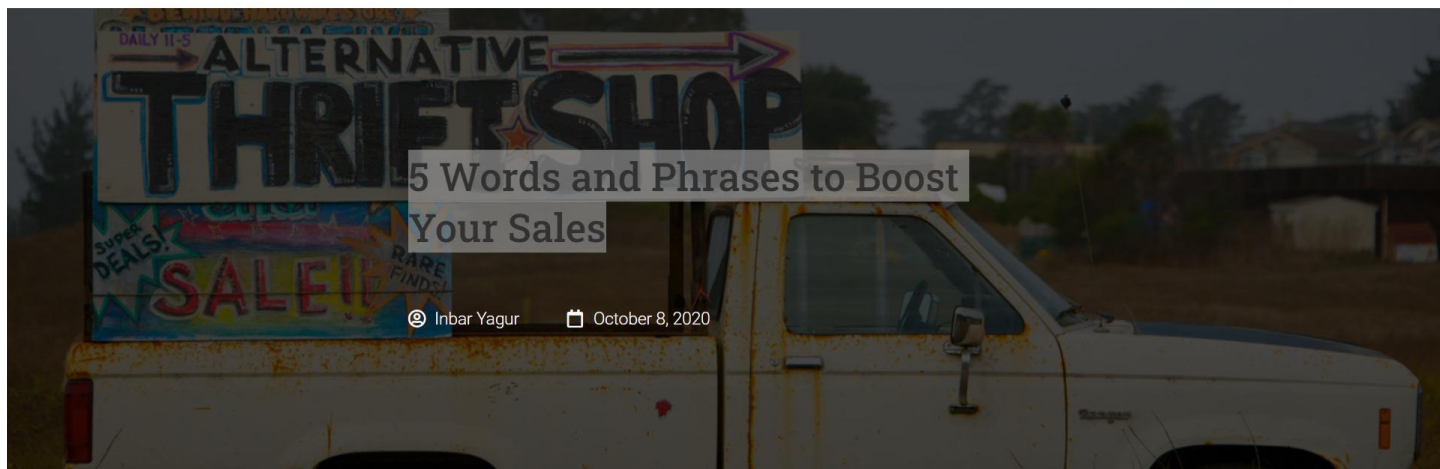


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July 28, 2018



5 Words and Phrases to Boost Your Sales

👤 Inbar Yagur

📅 October 8, 2020

Are you feeling the Q4 crunch yet? It seems the ecommerce gods have decided to ride the 2020 wave of 'too much of everything.' Instead of giving us a normal October (as normal as it can be in the current situation), they have gifted us with yet another big sales event. No, marketers, it's not just Singles Day followed by Black Friday followed by Cyber Monday followed by Christmas and Hanukkah in 2020! Welcome, Amazon Prime Day, to the Q4 insanity. I mean, I've always advocated for starting your Q4 campaigns early, but that was to give marketers some lead time, not to have a whole other thing added. the Q4 insanity. I mean, I've always advocated for starting your Q4 campaigns early, but that was to give marketers some lead time, not to have a whole other thing added. Careful what you wish for.

✉ Need help?

The good news here is that the flood of ecommerce and affiliate content campaigns coming into Keywee over the last few weeks can offer us a peek into the kinds of campaign creatives that work, detached from your run-of-the-mill holiday promotional texts.

To that end, I took a look at what's been working for ecommerce marketers, added in a bit of pumpkin spice in the form of our Marketing Language Platform, and tried to figure out what words and phrases have been driving performance. Let's dive in.

Settings the Stage

To put this list together, the first thing I did was look for top ecommerce campaigns and identify common themes and words that perform well across different brands and products. Because CTRs and conversion rates can differ greatly between different brands and products, I used campaign spend as the key metric here. Campaigns that spend a lot are, clearly, campaigns that are working for marketers.

But I didn't stop there. I really wanted to put these approaches to the test, so I ran an experiment on our platform to see if our AI agrees with my assumptions. Some background: our Marketing Language Platform, apart from helping marketers ideate, optimize and generate text variations, also gives those variations a score. The score is a predictor of how well each variation will do in terms of engagement. The AI was trained on millions upon millions of social posts.

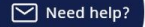
The score given ranges from 0 – 100, or, as I like to think about it, brussels sprouts to Kim Kardashian. So when you're working on a message, you're not necessarily trying to hit 100 *because hitting 100 usually involves some sort of breaking of the internet.* What

the test, because making too good involved some sort of breaking of the internet. What you're actually trying to do is see how high you can score when creating text to promote your product.

So when I saw a certain approach doing well, I checked that approach on our platform to see if it actually worked. I picked a nondescript product — headphones — and saw how the system graded every variation. My baseline text was so-so with a score of 43:

These headphones will make you happy.

43

 Need help?

From there, I put the trends to the test to see if they improved the score.

Confused yet? Don't worry — if you're not following you'll see what I mean in a sec.

On to the Results!

Here are the approaches that are doing well, and how they hold up to our AI's scrutiny:

1. **Emoji.** Ok, I know. Emojis are an easy ploy to get attention. The interesting thing I found was that *not all of them worked*. In fact, emojis worked best when they were related to the product sold. Winter coat = snowflake emoji. Jeans = pants emoji. So how effective was that type of related emoji for our headphone copy?

These headphones will make you happy. 🎧 🎶

49

Score! 6 points up from the original copy.

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2. **Calling out reviews or reviewers.** In ecommerce, social proof is everything. So

2. **Calling out reviews or reviewers.** In ecommerce, social proof is everything. So

Score! 6 points up from the original copy.

2. **Calling out reviews or reviewers.** In ecommerce, social proof is everything. So calling out a huge number of positive reviews, or quoting a review was incredibly common on our top performing campaigns. Let's see how the AI measures it up:

100 reviewers agree: These headphones will make you happy.

61

Mic drop. 18 points up!

3. **Your actions.** It's common knowledge that a call to action helps, well, drive action. The twist here is that among our top performers, this tactic worked specifically when using the word "your". "Treat yourself," "transform your wardrobe," "make your kitchen brighter" and so on. Let's see what our Marketing Language Platform had to say about it:

Treat yourself to these headphones.

57

Look at that, our AI concurs to the tune of a 14 point improvement.

Treat yourself to these headphones.

57

Look at that, our AI concurs to the tune of a 14 point improvement.

4. **Variety.** Calling out choice seemed to be very effective amongst our top spenders. "A range of sizes," "8 different colors," etc. This approach tells the user that there's more to explore. "You may not like this shirt in blue, but check out the 37 other colors we have". So what's the AI got to say about it?

With 6 styles to choose from, these headphones will make you happy.

50

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5. Numbered lists. Yes, yes — it's a motif that we've seen over and over, but cliches are cliches because there's usually a shred of truth behind them. I think people like numbered lists because they help tell them what experience they're going to encounter post-click. If you come across an article titled "Why Justin Bieber is the Harbinger of the Apocalypse" then you may be wary about what you'll encounter post click. On the other hand, "4 Reasons Justin Bieber is the Harbinger of the Apocalypse" tells you clearly — you can come in, read the subheaders, and figure out fairly quickly if 2020 is about to unleash some Bieber-sized horror upon us. Heck — I post click. On the other hand, "4 Reasons Justin Bieber is the Harbinger of the Apocalypse" tells you clearly — you can come in, read the subheaders, and figure out fairly quickly if 2020 is about to unleash some Bieber-sized horror upon us. Heck — I even used it in this subject line. And you're here! Let's see what the AI says:

7 headphone types that will make you happy.

60

Yep — 17 point improvement. Some things never change.

So there you have it — 5 data-backed, AI-confirmed approaches to help you amp up your ad copy as we head into what will be an unprecedented (sorry) Q4.

As always, I'd love to hear what's happening in your neck of the woods. And if you feel like taking Keywee out for a spin and seeing how it can help you craft and optimize your copy, drop me a line and I'll set up a trial for you.



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12/29/2022 10:00 AM

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The Language of Selling

BY WILLIAM R. KELLY



The following advice on choosing your words wisely and well was written in the 1930's. Although we think of that time as slower paced and less stressed, the fact is that selling was tough then – just as it is now. To help salespeople increase their results, this article, written by a top sales professional, recommends using words to get the maximum effectiveness.

The salesman is not just "a man of words." He is, first and foremost, a man of persuasion. Most of his persuasive progress depends upon how well he can communicate with other people – move their minds or their feelings, or both. And that all boils down to the question: How capable are you in getting your meaning across?

All of your words, written or spoken, are but the vehicles of that meaning. Some words carry it well, others poorly. Others will not carry meaning at all. Communication of meaning depends

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upon the people on both ends of a persuasive discussion...how they think, how they feel about the words and the things the words appear to represent.

The salesman's inclination to wade into his presentation without much thought about the other fellow's ability to follow the intended sense is no small problem in selling.

The buyer has an obvious need for a product or service. The salesman's proposal meets every requirement; yet, he fails to make the sale. Why?

The chances are that the salesman's failure can be laid right in his own lap. He skipped an indispensable element in the building of a sale. He did not provide the information necessary to full understanding.

Context is a fine word to help identify and remember a most important part of the persuasive process. Context represents the whole field of information necessary to complete understanding of words. If our listeners don't have that information, or have only a part of it, then our persuasive words fall on barren ground.

Fiction is another bright term we should add to our catalog of persuasive aids. Unlike most words, fictions do not point to any object or express a specific sense experience.

The language of selling is bloated with fictions – commercial fictions – words like quality, cheap, salability, ethical, guarantee, warranty, service, coverage, essential value and control – good words, without a doubt, but often recklessly and deliberately misused. They are overworked, too, sometimes to the point of absurdity when they tell about "new and improved characteristics, superior in every way, containing amazing ingredients for more efficient..."

The salesman always must be conscious that some words are farther from reality than others, and the farther they get, the greater their fictional quality. He must be on guard against fictions that would hurt him. He always must be ready to translate his own abstract persuasive statements into concrete terms.

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There is no substitute for simple language in the art of persuasion. And that brings us to definition.

A sales story may be full of people, pictures and pretty stories; it may sparkle with personality and drip with emotion, but fundamentally, it must deal with factual ideas, unique ideas distinguished from other more commonplace ideas.

The salesman must lead the way, step by step, to acceptance of most ideas. The buyer must be guided along the road from what he already knows to something new the salesman wants him to know.

Professional selling thrives on proof of benefit, the upgrading of the buyer's economic or personal welfare. New marketing methods, new products, cram our sales discussions and we have well-constructed sales stories to help propel our proposals along the way to a sale.

But when the salesman falls back on his own word combinations, as he certainly must, he is inclined to wander all over the verbal range trying to explain his way from one idea to another. When he meets a buyer whose mind does not keep pace with his progression of ideas, he often neglects to go back and find a common starting point.

When the persuadee cannot cope with an idea, he may be led up to it by different word combinations, other thought connections. Rephrasing an idea may twang a responsive chord, whereas retracing the same old definitive route will bring the prospect "cold stone dead" to the market.

There's more to "definition" than meets the casual eye. A small but distinct chapter in the book of persuasion, it offers several helpful guideposts on the road to a sale. Hugh Walpole, in his book, *Semantics*, lists five main connecting routes on the road from one idea to another: 1) similarity relations, 2) part and whole relations, 3) casual relations, 4) space relations, 5) time relations.

This business of selling is a meeting of minds through words and pictures; through the senses – things touched, tasted, and smelled. But mostly, through words alone, do minds join together at a common goal. A little study of how words should be combined to reach that goal is in order for the man who makes his living at trying to lead people to it all day long.

Many years have passed since the salesman held almost absolute power to make or break a sale. With each passing day, more and more people are induced to make up their minds or to change their minds without his ever coming into the picture.

His job is tightly geared to an extraneous persuasive force, so the salesman must understand how people react to advertising and sales promotion as well as to the techniques of his person-to-person selling. If study of the meaning of words will benefit the practice of individual persuasion, then it will help the salesman to understand mass persuasion, to neutralize it as an enemy and use it as a friend.

The argot of the company and the industry is quickly learned by most salesmen, but few continue their verbal maturing throughout their careers.

"In no area of our maturing," says H. A. Overstreet, noted writer-educator, in *The Mature Mind*, "is arrested development more common than in the area of communication. It is so common that it is not even noticed; it is taken for granted as natural. The person who is mature in his communicative powers is rated an exception to the rule. The person who is immature – halting, clumsy, obscure, rambling, dull, platitudinous – is the rule."

Selling never can be reduced to an absolute science, and the controversy over relative values of natural aptitude and acquired skill will go on forever. But it is obvious to anyone involved in the complexities of modern, organized marketing that mental efficacy is growing in worth at the expense of personality and entertainment. Hours spent in study of the persuasive arts will pay dividends.

In the main, semantics – the study of the meaning of words and the relationship between

words and people and meanings – has been the playground of the experts. Its teachings have found application in every science. That is not surprising, for whenever words are used in serious discourse, meaning becomes paramount. The surprising thing is that it has had so little application to one of the greatest sciences in the modern world: persuasion for profit.

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Private sector

Businesses are also critical contributors in the global response to this humanitarian crisis but also to address wider concerns facing Europe and the world, such as the climate crisis. "The business of business is not just business," stressed Punit Renjen, Deloitte Global CEO. "We certainly need to turn a profit, but we must do it with purpose."

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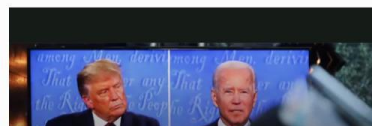


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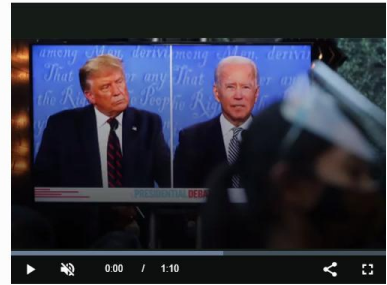
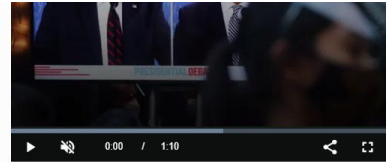
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 True customer engagement is a vital part of any sales or marketing strategy. Engaging in the right way can earn interest, investors and brand enthusiasts. On the other hand, poor communication may have negative consequences like bad reviews or losing customers and investor interest.





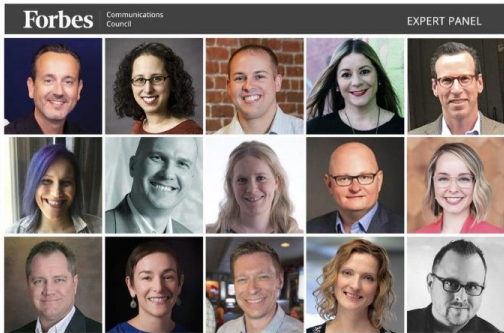
It's especially important to carefully craft the language provided for sales teams, who must relay the same information over and over again in language that's informative without sounding stale. Insincerity and lack of thought are easily detected and can quickly turn potential customers off. Below, 15 members of [Forbes Communications Council](#) share the strategies they use to make sure



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Communications Council share the strategies they use to make sure their sales language doesn't seem too scripted or generic.



Members of Forbes Communications Council share their rules of thumb for providing language for internal or sales teams. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

1. Put Yourself In Your Customer's Shoes

Put yourself in your customer's shoes. When framing a product or service, lead with the benefits rather than the features—what they need rather than what you want to sell. An important check on this is that customers don't always know what they need, so your job is to anticipate a benefit they're going to want before they do. - Eric Jones, WP Engine

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2. Listen Before You Start Selling

Every customer is a unique human being, and every company experiences different issues. Your job is to listen to the situations customers and prospects are experiencing and tailor your responses to their individual challenges. Of course you need to have a strong, consistent brand message, but if you don't adjust it to meet your audience's needs, you will lose their business. - Holly Chessman, GlowTouch Technologies

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Forbes Communications Council is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies. ***Do I qualify?***

3. Demand Customization

We rarely provide verbatim scripts. In fact, any time we provide anything—a social media post to copy, a phone message to leave or a lengthier narrative—we remind people to go off script and customize the message in a way that feels comfortable to them. There's nothing more painful than a salesperson reading from a script. - Erik Samdahl, Institute for Corporate Productivity i4cp

4. Stick To Your Brand's Purpose And Value

As audiences demand truth and brand authenticity, we create messaging aligned with our brand's purpose and perceived value. Because this messaging—created from responses we received to a perception study—distinctively expresses and demonstrates the essence of our brand and its impact, we retain consistency and curate the content subtly to reach target audiences across multiple platforms. - Giovanna M Genard, Old Dominion University

5. Let Your Personality Come Through

Whatever your personality, it has to come through. While you must be buttoned up externally, internal communication is an opening to be authentic. The rule of thumb is to write in the exact way that you speak. The same rule applies while speaking to a group: Don't raise your voice or get stiff; act as if you're in a conversation with two people. You'll be surprised how refreshing this will sound to your team! - Paul Gottsegen, MindTree Consulting Ltd.

6. Use A Great Customer Story

We encourage our sales team to have and use their favorite customer stories when selling to new customers. A story that gets you excited will get a prospect excited too, because emotions are contagious. Most of all, no one should be reading a line; they should mean what they say—always, without exception. - [Kat Krieger](#), Joyride

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7. Offer Guidance, Tools And Training

The key to successfully arming internal teams and salespeople with messaging that is accurate, compelling and that sounds authentic to each is not to script it. Provide them with guidance, tools and training—especially video training, which helps them see and hear how you talk about an offering, feature, benefit, etc.—so they can both better understand it and then make it their own. - [Ken Dec](#), Inhance Digital

8. Learn How To Do It, Then Make It Your Own

Ultimately, your elevator pitch is something you'll want to personalize and make yours so it feels natural to you. There is no one way of delivering your company's pitch as long as you stay true

to the brand essence and key talking points. This is an iterative process, and what I always tell my team is: Learn the way to do it and practice it over and over so that you can make it truly yours. - Valentina Marastoni-Bieser, Cuebiq

9. Ask Everyone, 'What Do You Think?'

To maximize team outcomes where everyone feels welcome, valued, empowered and heard, I always make sure everyone has an opportunity to weigh in by asking, "What do you think?" I encourage listening to diverse perspectives, no matter their grade level or experience. - Alex Goryachev, Cisco

10. Write Like A Human Speaks

It can be easy for marketers and communicators to be so focused on sounding professional that we miss the opportunity to sound human and relatable as a brand. Use contractions and short sentences. One place to start might be to record what you want to say and have it transcribed. Then, edit it from there. This should help you make your copy sound more human and less sterile. - Holly Tate, Vanderbloemen Search Group

11. Focus On Key Message Bullet Points

Memorizing key messages is a great way to come across as insincere. Key message documents are better left to public relations teams. For sales teams, give them the key messages in bullet phrases and let them build around it with their own words. Also, a point of reference guide can help set the tone of all communications, not unlike the way a brand guide describes how the brand should be visually presented. - Kevin Jaskolka, PAR Technology, Inc.

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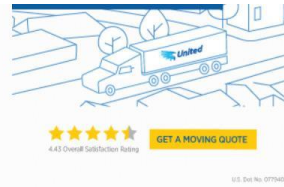
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12. Cut Out The Jargon

Make it easy for your team to take your messaging and present it directly to their target audiences. While team leads are savvy enough to simplify concepts for prospects and team members, that extra step can be a real inhibitor to actually doing it. Directly provide language and concepts that are easy for an external audience to grasp; this will allow them to quickly find value and take action. - [Christina Crawley, Forum One](#)



13. Have A Conversation

There's an old adage that people don't like being sold to, but they do like to buy. The best salespeople engage with their clients and prospects. One way to do that is to ask lots of questions and spend more time listening than selling. Let the prospect tell you what they want and need and then discuss how your product or service can help meet those needs. Focus on the customer's needs. - [Tom Wozniak, OPTIZMO Technologies, LLC](#)

14. Tweak Preset Answers For A Personal Touch

It's important for frequent customer questions to be consistently answered, but that doesn't mean they have to feel templated. While you may have the answers to those sorts of questions preset, strive to wrap those answers in a customized response based on that particular customer's situation. The template can do 90% of the work, but adding a personal element makes it feel, well, personal. - [Alina Morkin, Voices.com](#)

15. Use Powerful, Fun Adjectives

When wanting to display exuberance with my teams, I have always found that utilizing powerful and fun adjectives within my message—such as “incredible,” “amazing,” “beautiful” and “happy”—always

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helps redirect the stigma of what the original corporate message might have been to a more personable and motivating message that can also allow my teams to think creatively and spread positivity. - Nicholas Putz, Quintessa Aesthetic Centers



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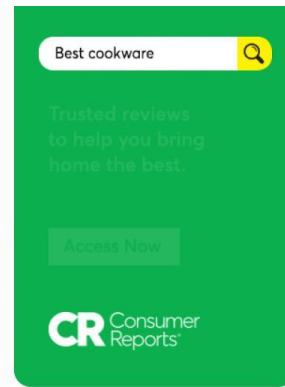
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In the first of Deloitte Global's series of webinars, *Reshaping Europe*, which bring together stakeholders from around the globe, these are the questions contemplated. Though the future remains uncertain, participants in the webinar agreed on one thing: many levels of government—and beyond—should play a role in addressing this current humanitarian crisis. From governments to international organizations and businesses, only through cooperation can this challenge be overcome and an adherence to the fundamental values of freedom, human dignity and rule of law be reinstated, as highlighted by Lúcia Pereira, Member of the European Parliament and co-host of the event.

We heard from each contingent, which provided insights on where and how we can move forward to build a better Europe and world.

European Union

The response of the European Union (EU) to the Russian aggression has been emphatic. "We spoke with one voice when it



mattered the most,” commented EU Parliament President Roberta Metsola. But while sanctions and bans on Russia have been undertaken and aid provided to Ukraine, the EU needs to do more. According to Metsola, there are a few key steps that the EU should embark on in order to reshape Europe post-strife:

- **Build a real defense union.** Countries within the EU should boost investment in defense and technology to create real security and a union capable of countering new threats. This means making better use of both member state resources and the common EU budget.
- **Reduce energy dependencies:** To do this, countries within the EU and around the world should diversify their energy sources, suppliers, and supply routes. It also means a vigorous commitment to renewable energy—it’s not a matter of “climate anymore but of security,” noted Metsola.
- **Ensure food security.** A more sustainable future requires an understanding of humanity’s most essential commodity: food. The conflict is taking a heavy toll on the Ukrainian population but also on the most vulnerable people around the world dependent on Ukrainian exports. Identifying and addressing logistical bottlenecks is a good step to ensuring food security.

National and local governments

Both national and local governments in Ukraine are the ones that are doing the heavy lifting in this crisis. Right now, local governments are under immense pressure to respond to the evolving needs on the ground with the limited resources they have. Dinara Habibullaieva, Member of the Kyiv City Council, shared how local officials are scrambling to provide basic equipment and

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medical supplies to soldiers—and are fearful that aid may wane due to conflict fatigue: “Kyiv is not fighting for just Ukraine,” she noted, “But for Europeans and for freedom.”

National and local governments also need to start thinking about what comes next—and how to best use EU and international aid to rebuild. According to Natalie Forsuyk, Ukraine’s General Director of the Government Office for Coordination of European and Euro-Atlantic Integration, a new [reconstruction platform](#) may help government officials manage funds in a “sustainable and transparent manner.” The platform also aims to identify joint business opportunities that can help rebuild key infrastructure destroyed in the conflict.

International organizations and networks

The role of international organizations may be paramount in providing humanitarian assistance especially as it pertains to refugees. “This is one of the largest displacement crises in Europe, but also in the world, since World War II,” stressed Shabia Mantoo, Global Spokesperson for UNHCR, the UN Refugee Agency. With more than 7.6 million from Ukraine across Europe and other countries, the UNHCR is coordinating the regional Refugee Response Plan for the Ukraine refugee situation and has activated financial and protection support for frontline responses and dispatched material relief such as shelters and cash assistance.

Just as important as material needs, however, is an understanding of the impact this crisis has on children and women, who account for 90 percent of all those fleeing from Ukraine. National authorities are actively leading the response to counter human trafficking but humanitarians, including UNHCR, have been scaling up their capacity to support national efforts. UNHCR is working closely with host governments in charge of refugee registration,

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supporting for example the identification of refugees at risk, and assessing human trafficking risks through protection monitoring. And while preventive action is key, there should also be mechanisms in place to hold those accountable for crimes committed.

In addition to aid agencies, communities and networks need to come together to help in humanitarian crises. When the conflict began, Ievgeniia Bodnya, a member of the Global Shapers Community, developed the [Support Ukraine Now](#) initiative, curating and gathering a range of information for foreigners who want to help, and matching it with Ukrainians, NGOs and government requests. The platform was amplified via the Global Shapers network and had one million visitors in just its first month, and was presented at the World Economic Forum Annual Meeting 2022 in Davos. The platform's priorities focus on engaging more stakeholders and international advocacy, assisting volunteers on the ground, and helping the local economies in Ukraine.

Private sector

Businesses are also critical contributors in the global response to this humanitarian crisis but also to address wider concerns facing Europe and the world, such as the climate crisis. "The business of business is not just business," stressed Punit Renjen, Deloitte Global CEO. "We certainly need to turn a profit, but we must do it



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Kids Definition

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learning nounlearn·ing ˈlær-nɪŋ

- 1 : the act or experience of one that **learns**
| a computer program that makes *learning* fun
- 2 : knowledge or skill acquired by instruction or study
| people of good education and considerable *learning*
- 3 : modification of a behavioral tendency by experience (such as exposure to conditioning)

Special Offers Available

From Test Drives To Financing, Buchanan



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Auto Park Is Here To Make It Easy For You.

Buchanan Auto Park

Open

3 : modification of a behavioral tendency by experience (such as exposure to conditioning)

Special Offers Available

From Test Drives To Financing, Buchanan Auto Park Is Here To Make It Easy For You.

Buchanan Auto Park

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Synonyms

education

erudition

knowledge

learnedness

literacy

scholarship

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Commonly Confused Words Quiz



I went to the _____ store
to buy a birthday card.

known by an individual or by humankind.

KNOWLEDGE applies to facts or ideas acquired by study, investigation, observation, or experience.

| rich in the *knowledge* of human nature

LEARNING applies to knowledge acquired especially through formal, often advanced, schooling.

| a book that demonstrates vast *learning*

ERUDITION strongly implies the acquiring of profound, recondite, or bookish learning.

| an *erudition* unusual even in a scholar

SCHOLARSHIP implies the possession of learning characteristic of the advanced scholar in a specialized field of study or investigation.

| a work of first-rate literary *scholarship*

Example Sentences

| a computer program that makes *learning* fun


| different methods of foreign language *learning*

| The first year of college was a *learning* experience.

| They were people of good education and considerable *learning*.


Recent Examples on the Web

| And even though remote *learning* has faded somewhat, the technology conversation

 to buy a birthday card.

stationery

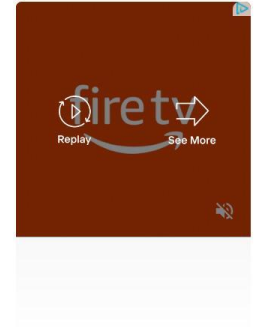
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Can you make 12 words with 7 letters?
PLAY »



has intensified.

— Jackie Valley, *The Christian Science Monitor*, 10 Jan. 2023

Although the school allowed students to finish last semester remotely after the murders, remote *learning* will be limited this semester as most students are expected to return to campus, the Idaho Statesman reported.

— Alicia Victoria Lozano, *NBC News*, 9 Jan. 2023

Two other roommates inside the home slept through the attack, which sent panic through the small, remote town, leaving many students to finish out the semester via remote *learning*.

— Jeanine Santucci, *USA TODAY*, 5 Jan. 2023

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Word History

First Known Use

before the 12th century, in the meaning defined at [sense 1](#)

Time Traveler

The first known use of *learning* was before the 12th century

[See more words from the same century](#)

Phrases Containing *learning*

- associative learning
- machine learning
- institution of higher learning
- learning curve
- learning difficulty
- learning disability
- learning difference
- book learning
- paired-associate learning

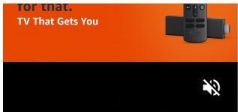
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Tools for Building

Web Applications



Page 1 of 1

vocabulary

Simple tips to boost your word power from home



Dictionary Entries Near *learning*

[learner driver](#)

learning

[learning curve](#)

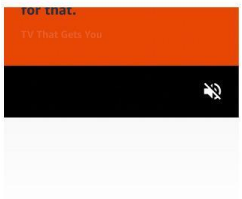
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Kids Definition

learning noun

learn·ing 'lær-nɪŋ

- 1 : the act or experience of one that learns
- 2 : knowledge or skill acquired by instruction or study



Medical Definition

learning noun

for that.



for that.

LEARNING

learn·ing

: the process of acquiring a modification in a behavioral tendency by experience (as exposure to conditioning) in contrast to modifications occurring because of development or a temporary physiological condition (as fatigue) of the organism
also : the modified behavioral tendency itself

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Nglish: [Translation of *learning* for Spanish Speakers](#)
Britannica English: [Translation of *learning* for Arabic Speakers](#)
Britannica.com: [Encyclopedia article about *learning*](#)

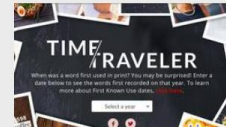
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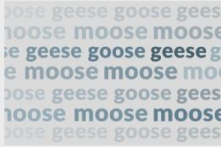
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Both words imply motion, but the difference may b...



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WORD GAMES



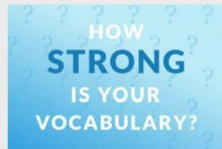
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